

Electronic Acknowledgement Receipt

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| EFS ID: | 4585780 |
| Application Number: | 10022558 |
| International Application Number: | |
| Confirmation Number: | 3759 |
| Title of Invention: | Audiovisual system and method for displaying segmented advertisements tailored to the characteristic viewing preferences of a user |
| First Named Inventor/Applicant Name: | William P. Price |
| Customer Number: | 35219 |
| Filer: | Bruce S. Itchkawitz/Heide Young |
| Filer Authorized By: | Bruce S. Itchkawitz |
| Attorney Docket Number: | A0819 |
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| Application Type: | Utility under 35 USC 111(a) |

Payment information:

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| Submitted with Payment | no |
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File Listing:

| Document Number | Document Description | File Name | File Size(Bytes)/Message Digest | Multi Part/.zip | Pages (if appl.) |
|-----------------|----------------------|-------------------------|--|-----------------|------------------|
| 1 | | WESDIG_069A_OA_RESP.pdf | 145430 efcc54b24e6934b4966d7bcfd102191ef3c019 | yes | 4 |

| Multipart Description/PDF files in .zip description | | | |
|--|-------|-----|--------|
| Document Description | Start | End | |
| Amendment/Req. Reconsideration-After Non-Final Reject | 1 | 1 | |
| Applicant Arguments/Remarks Made in an Amendment | 2 | 4 | |
| Warnings: | | | |
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